Whole Earth

Welcome

Brainstorm Whole New Future

November 21, 2000

www.wholeearthmag.com

Whole Earth

Purpose & Goal of Meeting

Explore new publishing models and business scenarios
that might serve as a fresh foundation for the
Whole Earth Magazine

Goal is to outline
a shared vision of a sustainable future for this
30-year-old magazine.

Introductions

- Who are you?
- What is or is not your relationship with Whole Earth?

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Overview- Business Leaders

- Who Whole Earth Magazine is today:

- Devon King - Associate Publisher
- Mike Stone - Managing Editor
- Peter Warshall - Executive Editor

- * Skeleton Staff (half-time

Overview - Current Board

- Active (with Full High Demand jobs)
  - Danica Remy
  - Diana Hadley
  - Ron Pernick (new to BOD)
  - Sunita Dutt (new to BOD)
- Inactive
  - Hunter Lovins
  - Robert Hillman

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Assets

Our staff
You!
Our reputation
Our past staff, editorial contributors and BOD
Our positive brand image "Whole Earth"
"Trusted" Reviewer of books, products & services
30 years of book reviews
Back Issues & book collection
Domains wholeearth.com & WholeEarth.org
Live Website www.wholeearthmag.com
December Issue at the press
15K in the bank

Whole Earth

A bit of History

- 1972-1996 Magazine grown and nurtured by S 3B and others
- 1972-1996 Catalog published at various times
- 1996 Closed the Magazine April
- 1996 Donors sent money
- 1997 Revival Issue Summer
- 1997 Continuously published since (14 consecutive issues)
- 1998 Republished Original 1968 Whole Earth Catalogue

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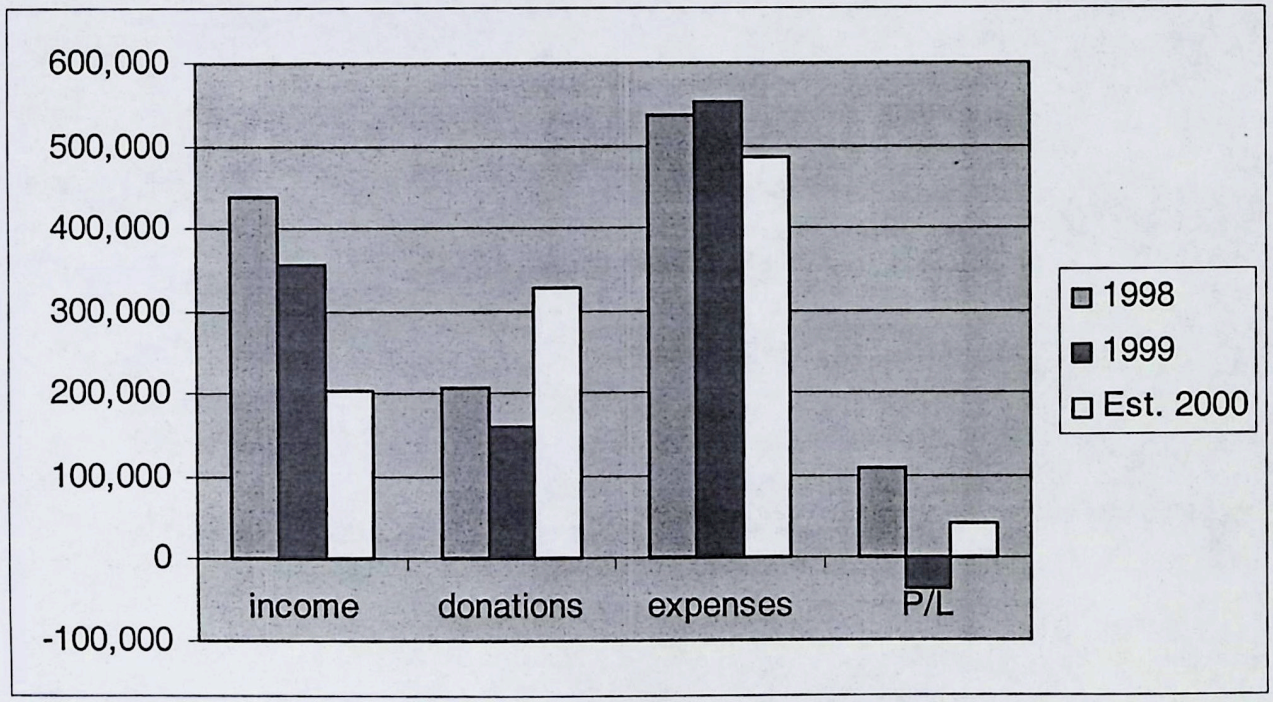
Operations - Profit & Loss 1998-2000



Operating Deficit

1998 = 97K

1999 = 196K

2000 = 159K

Av = 150K

Monthly Burn = 14K

* Operating at on bare bones budget

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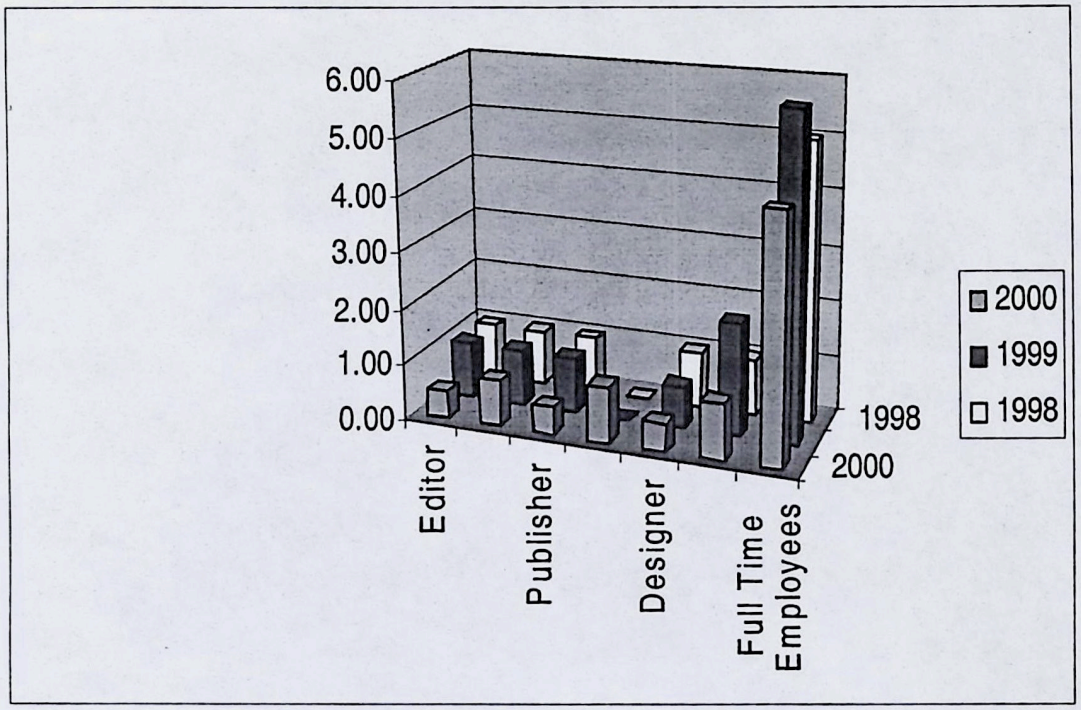
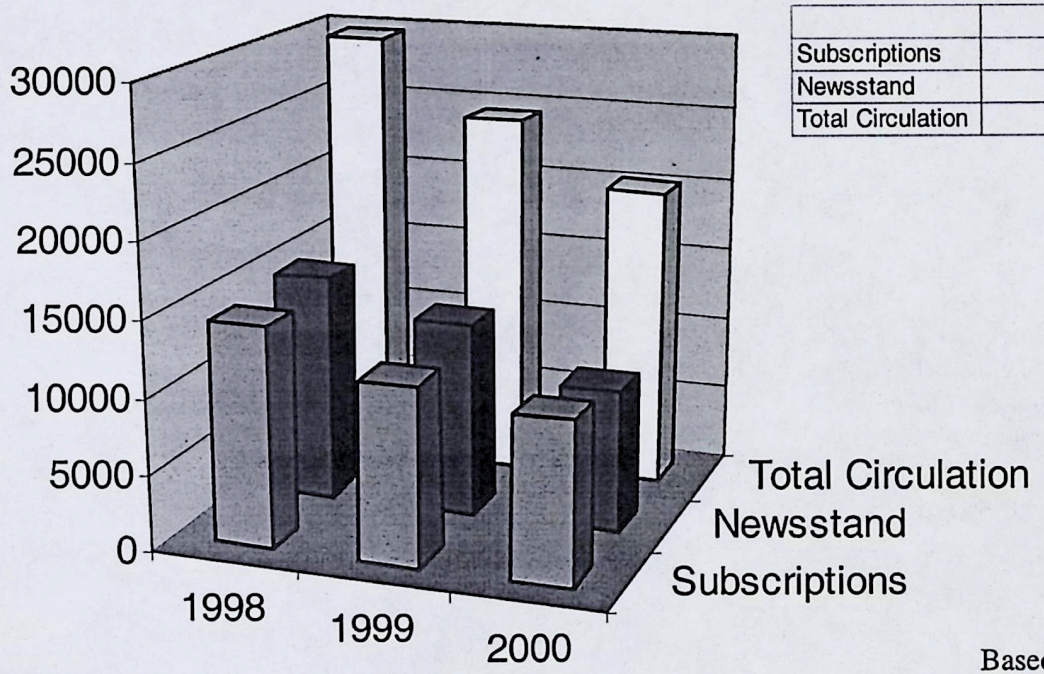
Operations - People



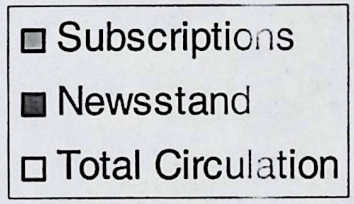
	2000	1999	1998
Editor	0.50	1.00	1.00
Managing Editor	0.85	1.00	1.00
Publisher	0.50	1.00	1.00
Assoc. Pub	1.00	0.00	0.00
Designer	0.50	0.75	1.00
Intern	1.00	2.00	1.00
Full Time Employees	4.35	5.75	5.00

For Illustrative Purposes only These numbers vary...

Operations - Circulation



	1998	1999	2000
Subscriptions	14523	11658	10676
Newsstand	15122	12857	9467
Total Circulation	29645	24515	20143



Based upon past cost, each issue cost about $4 fully loaded

Operations - Snapshot

- 100 subscription calls managed mor thly by fulco (fulfillment/subscription)
- 1200 Square foot office space
- 5-6 year old computers
- Skeleton Staff
- 15K in the bank
- December issue at printer

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Operations - Our Website

Last Month

- 20,000 unique visitors
- 18 page views per session
- 19% of visitors stayed online + 6 minutes
- 50-75 trail soft offers per month average

In Progress

- Online Purchase of back issues
- Online Donation Page

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Brand - Our Subscribers (sample 167)

- 85% read every issue
- 77% have a copy of a WE Catalog
- 96% believe WE to be more relevant than ever
- 40% 25-46 years old
- 57% 46-65 years old
- 47% 50K - 90K income
- 80% Male
- 51% Graduate Degree

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Brand - What does Whole Earth Mean to you?

- 90% Environmentalism
- 85% Like minded people
- 94% Social Responsibility
- 80% Vital Global Issues
- 87% Products and Tools
- 94% Holistic View of the World

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Brand - What's important to you, our subscriber?

- 75% Social Responsibility
- 72% Environmentalism
- 38% Organic Foods
- 35% Values based investing
- 32% Responsible Companies

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Brand - What if we offered Whole Earth.....

- Culture & Travel 23%
- Seminars & Social Events 30%
- Internet Catolog 75%
- BookClub 51%
- Radio & TV 42%

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Brand - Non Subscribers (sample 60)

- 20% Familiar with Magazine
- 20% Have read the magazine
- 52% Remember seeing the catalog
- 61% 25-45
- 15% 46-65
- 33% 50K-90K income
- 65% Female
- 44% Attended College
- 10% Graduate Degrees

Whole Earth

Brand - What does Whole Earth Mean to you?

- 39% Environmentalism
- 20% Like minded people
- 32% Social Responsibility
- 23% Vital Global Issues
- 22% Products and Tools
- 24% Holistic View of the World

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Brand - What's important to you?

- 67% Social Responsibility
- 50% Environmentalism
- 19% Organic Foods
- 24% Values based investing
- 31% Responsible Companies

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Brand - What if we offered Whole Earth.....

- Culture & Travel 42%
- Seminars & Social Events 31%
- Internet Catolog 66%
- BookClub 46%
- Radio & TV 32%

Relationships - Current

- All of you! And More!
- Fulco
- Eastern News
- Marin Community Foundation
- Falkirk Mansion
- Fulcrum?
- Pacific Lists
- Bioneers
- Brainstorm more here…..

Relationships - Past

- Harper Collins
- John Brockman - Agent
- The Well/Salon
- Brainstorm more here.....

So.....

Developing a wider vision for the business

- What can the community and brand stand for?
- How can we articulate it?

Tactics that can support that vision and business

- What activities will support the shared vision?
- What high level steps do we need to take to execute the top activities?
- What kind of support from a larger community can we tap?

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Next Steps

November 21, 2000 www.wholeearthmag.com

Adjourn

- A thousand thank you's for your thoughts and time!

- And Extra Thanks to Ryan and Stewart!